



Commercial Art

Commercial and Advertising Art

This is a course in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Instruction includes training in concept design, layout, paste-up, and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics. These courses are based on the state task list.

USOE
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Commercial and Advertising Art

Levels:	Grades 10-12
Units of Credit:	Minimum 0.5 Credits
CIP Code:	50.0402
11 Digit Code:	40-13-00-00-001
11 Digit CE Code:	40-13-00-13-001
Test #:	
License:	CTE/Secondary
Endorsement:	Commercial Art
Prerequisite:	Design and Visual Communications

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 500402-01 **Students will be able to demonstrate a knowledge of commercial art and advertising professional standards**

Objectives

500402-0101 Students will demonstrate a knowledge of commercial art careers, job standards, professional development, and explore higher education and career opportunities.

- Advertising design
- Art direction
- Cartooning/Animation/game design
- Commercial design
- Corporate Identity -Logo/Letterhead etc.
- Digital imaging and website design
- Graphic design
- Illustration
- Industrial Design
- Layout (Books, magazine, newspaper, etc.)
- Logo and Letterhead (Package design, display, corporate image, advertising, etc.)
- Sign design
- Web design
- Other

500402-0102 Students will explore careers and opportunities in commercial art

- Salary/hours/working conditions
- Work expectations
- Freelance conditions
- Post-high school education

STANDARD 500402-02 Students will be able to demonstrate a knowledge of advanced design elements and principles.

Objectives

500402-0201 Students will demonstrate an ability to identify and utilize the elements of design in an advertisement or other work.

- Line
- Shape
- Value
- Form
- Texture
- Color
- Space

500402-0202 Students will demonstrate an ability to identify and utilize several principles of design in an advertisement or other work.

- Balance
- Contrast
- Emphasis/Subordination
- Movement/Directional forces
- Rhythm/Repetition/Pattern
- Scale/ Proportion
- Unity/Contrast

STANDARD 500402-03 Students will be able to demonstrate advanced layout and composition techniques in diverse media.

Objectives

500402-0301 Students will plan format and composition through the use of thumbnail sketches.

500402-0302 Students will use advanced strategies to measure correct proportional relationships in the objects being drawn.

500402-0303 Students will use design strategies in composing a drawing of observed objects and determining ideal placement on the page.

500402-0304 Students will demonstrate advanced knowledge of drawing techniques to show depth.

- Chiaroscuro: highlight, light, shadow, core shadow, reflected light, and cast shadow.
- Demonstrate ability to recognize angles of edges, etc., and draw them accurately.
- Demonstrate the use of measuring techniques to accurately record proportional aspects.
- Demonstrate gesture, motion, and other expressive drawing strategies.

- 500402-0305 • Demonstrate line quality (weight, direction, uniformity, etc.)
Students will use value to create the illusion of space.
- 500402-0306 Students will create illustrations to support a design/story concept.
- 500402-0307 Students will use advanced composition techniques to combine images and type in one composition.
- 500402-0308 Students will use advanced composition and design techniques to create
 - Advertisement or poster.
 - Brochure or multiple page document (demonstrating visual unity)
 - Magazine layout
 - Other
- 500402-0309 Students will identify and use composition tools and techniques at an advanced level.
 - Body text
 - Choosing/cropping images
 - Columns
 - Dominance
 - Drop caps
 - Eye flow
 - Folios
 - Headers and footers
 - Matching copy with job
 - Proximity
 - Readability
 - Reverse type
 - Text boxes/shapes
 - Text wrap
 - Type alignment
 - Other

STANDARD **Students will be able to demonstrate advanced color theory.**
500402-04

Objectives

- 500402-0401 Students will demonstrate a thorough knowledge of color theory.
 - Light
 - Pigment
 - Transparent/opaque color
- 500402-0402 Students will demonstrate an advanced knowledge of color organization and the color wheel.
 - Primary colors
 - Secondary colors
 - Intermediate/Tertiary colors
 - Neutrals
- 500402-0403 Students will demonstrate advanced strategies for using color schemes.

- Monochromatic
 - Complimentary
 - Analogous
 - Triadic
 - Split-complimentary
- 500402-0404 Students will demonstrate advanced knowledge of values and use them.
- Value scale
 - Tints
 - Tones
 - Shades
 - Demonstrate expertise in aerial/atmospheric perspective.
 - Using hue to create illusion of space.
- 500402-0405 Students will demonstrate a professional knowledge of the dimensions of color.
- Hue
 - Value
 - Intensity/saturation
- 500402-0406 Students will be aware that colors can express emotion and have cultural and visual connotations.
- 500402-0407 Students will understand color as used in computer applications
- Color Gamut's CMYK RGB
 - Color Modes Bitmap, Grayscale, CMYK, RGB
 - Bit depth

STANDARD 500402-05 Students will be able to understand and demonstrate advanced typography techniques.

Objectives

- 500402-0501 Students will identify and correctly use type from different type families
- Serif including :Old style, transitional, Modern
 - Sans serif
 - Script
 - Decorative/novelty/display
- 500402-0502 Students will know and use the measurements of typography
- Cap height
 - Baseline
 - X-height
 - Point
 - Leading, kerning, and tracking
- 500402-0503 Students will know the vocabulary of typography
- Upper and lower case
 - Ascender and descender
 - Regular and boldface
 - Italic and cursive

- Font, text, type, and type style.
- Concordant
- Conflicting
- Contrasting
- Headline
- Line length/readability

**STANDARD
500402-06**

Students will demonstrate an advanced knowledge of computer technology

Objectives

- 500402-0601 Students will demonstrate knowledge of basic computer vocabulary and techniques
- Constraining proportions
 - Cropping
 - Descreening Moiré pattern
 - File types
 - Resizing/Sampling
 - Resolution
 - Scanning/Descreening
 - Raster/Vector
 - Layers
 - History
 - Half tone
 - Filters
 - Paths
- 500402-0602 Students will use appropriate software for job/project completion.
- Page layout (In Design, Quark Express, PageMaker)
 - Photo manipulation (Photoshop)
 - Drawing (Illustrator, Corel Draw)
- 500402-0603 Students will understand and use fonts appropriately.
- True type, Postscript
 - Downloading
 - Copyright and ethics
- 500402-0604 Students will understand file types and use them appropriately.
- Print applications TIFF, JPG, etc.
 - Web applications PNG, WMF, etc.
 - File Transfer PDF etc.

**STANDARD
500402-07**

Students will be able to identify the use of elements of art movements in contemporary illustration design and advertising.

Objectives

- 500402-0701 Student will identify the use of elements of art movement in contemporary design illustration and advertising
- Impressionism
 - Surrealism
 - Abstraction
 - Bauhaus
 - Realism
 - Art Deco
 - Art Nouveau
 - Cubism
 - Arts and crafts
 - Pop art

**STANDARD
500402-08** **Students will critique illustration, advertising and design.**

Objective

- 500402-0801 Students will interpret artistic use of design elements and principles in an illustration advertising and design.
- 500400-0802 Students will interpret design strategies in illustration advertising and design.
- 500402-0803 Students will demonstrate an ability to verbally and visually express an advertising campaign to a client using varied professional strategies. (Powerpoint, Storyboards, etc.)

**STANDARD
500402-09** **The students will understand the importance of employability and professional work habits.**

Objectives

- 500401-0901 Students will demonstrate a knowledge of professional work standards.
- Punctuality
 - Dependability
 - Attendance
 - Craftsmanship
 - Following directions
 - Workplace behavior
- 500401-0902 Complete a job application.

**STANDARD
500402-10** **Students will be able to demonstrate safe practices.**

Objective

- 500402-1001 Demonstrate knowledge of proper ventilation
- Identify materials and techniques that require proper ventilation
- 500402-1002 Identify and use proper safety equipment and techniques

- 500402-1003 Identify hazardous chemicals and solvents, their proper handling, disposal, and safety procedures if an accident occurs
- 500402-1004 Know how to access and read material safety data sheets
- 500402-1005 Report shop, environment, or safety equipment, problems, violations to the Instructor.
- 500402-1006 Clean and maintain an orderly work area.

STANDARD 500406-11 **Students will be able to understand and practice copyright laws, ethics and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101.**

Objectives

- 500406-1101 Define copyright.
- 500406-1102 Other definitions
- Audiovisual works
 - Computer program
 - Copies
 - Copyright owner
 - Digital transmission
 - Financial gain
 - Pictorial, graphic, and sculptural works
 - Work of visual art
- 500406-1103 Students will practice ethics and rules governing photojournalism (i.e. Editorial content must not be changed)
- 500406-1104 Students will practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize or exhibit another photographer’s work outside of fair use provisions)
- Time limitations
 - Portion limitations
 - Text material
 - Illustrations and photographs
 - Copying and distribution limitations
- 500406-1105 Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity)

PROFESSIONAL DEVELOPMENT

STANDARD 500406-12 **The student will understand the need for professional development.**

Objectives

- 500406-1201 Complete a personal inventory.
- 500406-1202 Set and meet goals.
- 500406-1203 Be self-motivated.

- 500406-1204 Know how to make decisions.
- 500406-1205 Know how to manage time.
- 500406-1206 Organize personal belongings and lab equipment.
- 500406-1207 Learn to communicate verbally.
- 500406-1208 Write effective communications.
- 500406-1209 Establish a personal reading program.
- 500406-1210 Develop effective work skills and attitudes.
- 500406-1211* Master a working knowledge of SkillsUSA.
 - State the SkillsUSA motto.
 - State the SkillsUSA creed.
 - Learn the SkillsUSA colors.
 - Describe the official SkillsUSA dress.
 - Describe the procedure for becoming a SkillsUSA officer.

**STANDARD
500406-13**

The student will understand the need for leadership skills.

Objectives

- 500406-1301 Serve on a committee.
- 500406-1302 Prepare an agenda.
- 500406-1303 Assist in planning a meeting.
- 500406-1304 Review basic parliamentary procedure.
 - Make a main motion.
- 500406-1305 Participate in a school project.
- 500406-1306 Attend a community meeting.
- 500406-1307 Practice effective speaking.
- 500406-1308 Present a three- to five-minute talk.
- 500406-1309 Implement a leadership project.
- 500406-1310* Master a working knowledge of SkillsUSA.
 - Describe the meaning of the SkillsUSA emblem.
 - State the SkillsUSA pledge.
 - Describe the duties of a SkillsUSA officer.

**STANDARD
500406-14**

The student will understand the need for career planning.

Objectives

- 500406-1401 Define your future occupation.
- 500406-1402 Survey employment opportunities.
- 500406-1403 Report on a trade journal article.
- 500406-1404 Explore opportunities for advanced training.
- 500406-1405 Conduct a worker interview.
- 500406-1406 Contact a professional association.
- 500406-1407 Explore entrepreneurship opportunities.
- 500406-1408 Give a talk about your career.
- 500406-1409 Review career goals.

**STANDARD
500406-15**

The student will understand the importance of employability and work habits.

Objectives

- 500406-1501 Develop a list of work standards to follow at school and on the job.
- 500406-1502 Evaluate your personal ethics against acceptable workplace ethics.
- 500406-1503 Build a job search network.
- 500406-1504 Find job leads.
- 500406-1505 Write a resume.
- 500406-1506 Create a job portfolio.
- 500406-1507 Complete a job application.
- 500406-1508 Write a business letter and memo.
- 500406-1509 Participate in an actual or simulated job interview.

* SkillsUSA PDP requirements – recommended.